

Exporting Washington Food & Agricultural Products: Intro to South America

HIGHLIGHTS

- GDP 2019: USD 2.69 trillion (-7.3% 2020; +3.1% 2021)
- Population: 426 million
- Destination of \$7.3 billion of U.S. agricultural exports in 2020; \$185 million from WA.
- FTAs with Chile, Colombia and Peru; negotiations with Ecuador.
- Easy access through ports strategically located in the Pacific Ocean.
- Growing market for a wide selection of retail, foodservice items and ingredients.
- The largest consumer market in Latin America: Brazil
- U.S. foods positively perceived as of high-quality by consumers.
- 12 countries (excl. French Guyana)
 - Priority markets: Brazil, Chile, Colombia, Peru and Ecuador
 - Limited opportunities: Argentina, Paraguay, Uruguay, Bolivia, Venezuela, Suriname and Guyana



SOUTH AMERICA: OPPORTUNITIES IN A NEW MARKET TO WASHINGTON AG EXPORTS

- While South America is the destination of 4.8% of all U.S. ag exports, the state of Washington exports only 2.5% of its ag products to the region (below). Great opportunity of growing its market share.

The U.S.				WA			
USD 7.3 bi				\$ 185 million			
#	Market	USD million	Main Products	#	Market	USD million	Main products
#10	Colombia	2,879	Corn, soybean meal and soybeans, pork, dairy, poultry, nuts, pet food, food preparations, fresh fruit, condiments and sauces, seafood	#29	Colombia	39	Fresh Fruit, Processed Vegetables, Dairy, Corn, Pulses, Beef
#26	Brazil	1,097	Ethanol, feed, wheat, rice, dairy, food preparations, spirits, nuts, condiments and sauces, seafood	#30	Chile	36	Processed Vegetables, Fresh Fruit, Dairy, Wheat, Pulses, Beef, Seafood, Poultry
#28	Chile	1,054	Beer, pork, dairy, condiments, poultry, beef, food preparations, pet food	#32	Ecuador	32	Wheat, seafood, fresh fruit
#32	Peru	934	Corn, soybeans, dairy, cotton, wheat, poultry, beef, nuts, fresh fruit	#35	Peru	30	Fresh Fruit, Pulses, Seafood, Dairy, Processed and Fresh Vegetables
#41	Ecuador	535	Soybean feed, wheat, corn, food preparations, fresh fruit, condiments and sauces, seafood	#37	Brazil	28	Milled grains, seafood, fresh fruit, processed vegetables

- Well-established food and feed industry, representing opportunities for ingredients and commodities.
- Developing consumer market, with growing middle class and more mature consumer demanding high-quality value-added consumer foods as well.
- Convenience, health, wellness and nutrition, cooking at home and e-commerce are the key trends across the region.
- Additionally to the above products, commodities, feed and food ingredients, dairy products, seafood, pet food, nuts, seasonings, condiments and sauces, nut, fresh fruit, wine, craft beer, hops, snacks, confectionary, poultry, pork, beef, vegan and all natural products represent some of the best prospects in this market.
- Market requires commitment, identification of key partners/distributors, building solid long-term relationships with the ones registering and marketing products on the ground. There is a slower pace in doing business, be patient.